

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

**United States Patent and Trademark Office**

**Reg. No. 2,098,989**

**Registered Sep. 23, 1997**

**SERVICE MARK  
PRINCIPAL REGISTER**

**BEST OF PHOENIX**

NEW TIMES, INC. (ARIZONA CORPORATION)  
1201 E. JEFFERSON  
PHOENIX, AZ 85034

FOR: CONDUCTING INCENTIVE AWARD  
PROGRAMS TO PROMOTE THE BUSINESS OF  
RETAIL ESTABLISHMENTS THROUGH THE  
DEMONSTRATION OF EXCELLENCE IN CUS-  
TOMER SERVICE, QUALITY OF PRODUCTS  
OR SERVICES, AND GENERALLY IN THEIR

FIELD, IN CLASS 35 (U.S. CLS. 100, 101 AND  
102).

FIRST USE 3-28-1979; IN COMMERCE  
3-28-1979.

SEC. 2(F).

SER. NO. 75-108,832, FILED 4-18-1996.

G. MAYERSCHOFF, EXAMINING ATTORNEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

**United States Patent and Trademark Office**

Reg. No. 2,842,140

Registered May 18, 2004

**SERVICE MARK  
PRINCIPAL REGISTER**

**BEST OF SAN FRANCISCO**

NT MEDIA, LLC (DELAWARE LIMITED LIABILITY COMPANY)  
1201 EAST JEFFERSON STREET  
PHOENIX, AZ 85034

FOR: CONDUCTING INCENTIVE AWARDS PROGRAMS, THE RESULTS OF WHICH ARE PUBLISHED IN A NEWSPAPER OF GENERAL CIRCULATION, WHICH PROMOTE THE BUSINESS OF RETAIL ESTABLISHMENTS THROUGH THE DEMONSTRATION OF EXCELLENCE IN CONSUMER SERVICE, QUALITY OF PRODUCTS OR SER-

VICES, AND GENERALLY IN THEIR FIELD, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 6-26-1996; IN COMMERCE 6-26-1996.

SEC. 2(F).

SER. NO. 76-285,402, FILED 7-16-2001.

BARBARA A. LOUGHRAN, EXAMINING ATTORNEY

**Int. Cls.: 16 and 41**

**Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 50, 100, 101 and 107**

**Reg. No. 2,690,516**

**Registered Feb. 25, 2003**

**United States Patent and Trademark Office**

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**

**BEST OF SEATTLE**

SEATTLE WEEKLY MEDIA, INC. (DELAWARE CORPORATION)  
1008 WESTER AVENUE  
SUITE 300  
SEATTLE, WA 98104

FOR: ANNUAL NEWSPAPER SUPPLEMENTS IN THE FIELD OF LISTING INDIVIDUALS AND BUSINESSES THAT HAVE ACHIEVED EXCELLENCE IN AREAS OF INTEREST TO THE GENERAL PUBLIC, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 10-8-1986; IN COMMERCE 10-8-1986.

FOR: CONDUCTING AWARDS PROGRAMS HONORING INDIVIDUALS AND COMPANIES THAT HAVE DEMONSTRATED EXCELLENCE IN THEIR FIELDS, IN THE QUALITY OF THEIR PRODUCTS AND SERVICES AND IN CUSTOMER SERVICE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 10-8-1986; IN COMMERCE 10-8-1986.

SEC. 2(F).

SER. NO. 76-381,125, FILED 3-12-2002.

DOMINICK J. SALEMI, EXAMINING ATTORNEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

**United States Patent and Trademark Office**

**Reg. No. 2,441,835**

Registered Apr. 10, 2001

**SERVICE MARK  
PRINCIPAL REGISTER**

**BEST OF ST. LOUIS**

NEW TIMES, INC. (ARIZONA CORPORATION)  
1201 EAST JEFFERSON STREET  
PHOENIX, AZ 85034

FOR: CONDUCTING INCENTIVE AWARD PRO-  
GRAMS TO PROMOTE THE BUSINESS OF RETAIL  
ESTABLISHMENTS THROUGH THE DEMON-  
STRATION OF EXCELLENCE IN CUSTOMER SER-  
VICE, QUALITY OF PRODUCTS OR SERVICES,

AND GENERALLY IN THEIR FIELD, IN CLASS 35  
(U.S. CLS. 100, 101 AND 102).

FIRST USE 11-19-1998; IN COMMERCE 11-19-1998.

SEC. 2(F).

SER. NO. 75-620,592, FILED 1-13-1999.

MARGERY A. TIERNEY, EXAMINING ATTORNEY

**Int. Cls.: 16 and 41**

**Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 50, 100, 101 and 107**

**United States Patent and Trademark Office**

**Reg. No. 2,688,355**

**Registered Feb. 18, 2003**

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**

**BEST OF THE TWIN CITIES**

CITY PAGES MEDIA, INC. (DELAWARE CORPORATION)  
401 NORTH THIRD STREET  
SUITE 550  
MINNEAPOLIS, MN 55401

FOR: ANNUAL NEWSPAPER SUPPLEMENTS IN THE FIELD OF LISTING INDIVIDUALS AND BUSINESSES THAT HAVE ACHIEVED EXCELLENCE IN AREAS OF INTEREST TO THE GENERAL PUBLIC, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 6-25-1986; IN COMMERCE 6-25-1986.

FOR: CONDUCTING AWARDS PROGRAMS HONORING INDIVIDUALS AND COMPANIES THAT HAVE DEMONSTRATED EXCELLENCE IN THEIR FIELDS, IN THE QUALITY OF THEIR PRODUCTS AND SERVICES AND IN CUSTOMER SERVICE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 6-25-1986; IN COMMERCE 6-25-1986.

SEC. 2(F).

SER. NO. 76-381,509, FILED 3-12-2002.

LINDA MICKLEBURGH, EXAMINING ATTORNEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

**United States Patent and Trademark Office**

**Reg. No. 3,156,284**

Registered Oct. 17, 2006

**SERVICE MARK  
PRINCIPAL REGISTER**

**BEST OF BROWARD /PALM  
BEACH**

VILLAGE VOICE MEDIA HOLDINGS, LLC (DE-  
LAWARE LTD LIAB CO)  
1201 EAST JEFFERSON STREET  
PHOENIX, AZ 85034

FOR: CONDUCTING INCENTIVE AWARD PRO-  
GRAMS TO PROMOTE THE BUSINESS OF RETAIL  
ESTABLISHMENTS THROUGH THE DEMON-  
STRATION OF EXCELLENCE IN CUSTOMER SER-  
VICE, QUALITY OF PRODUCTS OR SERVICES,  
AND GENERALLY IN THEIR FIELD, IN CLASS 35  
(U.S. CLS. 100, 101 AND 102).

FIRST USE 3-11-1999; IN COMMERCE 3-11-1999.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

SEC. 2(F).

SER. NO. 78-509,682, FILED 11-2-2004.

ADA HAN, EXAMINING ATTORNEY

EX. C.



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# BEST OF NYC

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# THE BEST OF NYC

Remind yourself why this is the greatest city in the world by experiencing the best of it. We've rounded up 50 of our favorite venues and events, ranging from arts and culture to booze and sex. Turn the page and grab your friends; you'll want to visit—or revisit—everything here.

Edited by **Sharon Steel**

## **WAREHOUSE PARTY Blkmarket Membership**

This nomadic soiree brings top-notch, genre-defying artists, primarily from Europe, to NYC. This Dec 2, look for Germany's groovy, left-field whiz DJ Koze, who returns after making his U.S. debut at a Blkmarket New Year's Eve shindig. The promoters deserve kudos for maximizing their excellent bookings with a booming, crystal-clear sound system, professional lighting rig and extended set times, allowing the DJs the space to treat the crowd to a wild musical journey. *Next event: Fri 4 with Marco Carola. Location TBA, R.S.V.P. to [blknov4th@gmail.com](mailto:blknov4th@gmail.com) ([blkmarketmembership.com](http://blkmarketmembership.com)). 10pm; advance \$16.90–\$22.50, at the door TBA.*

## **PARTY NIGHT TO KISS A STRANGER Lip Service**

House of Scorpio, the kinky offshoot of the Gemini & Scorpio parties, hosts this naughty and nice

make-out mixer at the seductively lit Madame X. A happy hour with beer (\$4) and suggestively named cocktails like Pussy Galore (\$5) will calm your nerves, and games of spin the bottle will break any ice that's left. Attendees must come in pairs or trios to attend. Dress creatively to make it past the door—you'll be mingling with a high-end, artsy clientele looking to lock lips with more of the same. *94 W Houston St between La Guardia Pl and Thompson St ([houseofscorpio.com](http://houseofscorpio.com)). 10pm, \$12, with R.S.V.P. via House of Scorpio's website \$8.*

## **CONCERT AUDITORIUM Carnegie Hall**

Hard to believe that in 1960, Carnegie Hall was at risk for demolition to make way for one more soulless skyscraper. Thanks to the legendary violinist Isaac Stern, whose name now graces the venue's 2,804-seat main auditorium, the concert hall that once hosted Tchaikovsky (during its



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The best of NYC

opening-night concert in May 1891), Benny Goodman, Duke Ellington and the Beatles survived. The world's greatest orchestras, instrumentalists and singers continue to honor its three stages (including the gemlike Weill Recital Hall and the chic subterranean Zankel Hall); lately, a growing number of prominent world-music acts and even rock bands have been added to the mix. *154 W 57th St between Sixth and Seventh Aves (212-247-7800, carnegiehall.org)*

### PLACE TO REMEMBER WHY YOU LOVE MANHATTAN The High Line

There's something uniquely New York about this elevated park, the second section of which was completed earlier this year. Built atop an abandoned railway track, the space is ingenious for its use of reclaimed industrial detritus, a necessity in space-starved Manhattan. But what we like best is how the park takes you above the city while still keeping you rooted in urban life: Where else can you walk through a field of wildflowers or sprawl on a lush lawn as cabs zoom along the street beneath you? *From Washington St at Gansevoort St to Tenth Ave at 30th St (thehighline.org). Through Nov 30: Daily 7am-10pm. Beginning Dec 1: Daily 7am-7pm.*

### PLACE TO FORGET THAT YOU'RE IN NEW YORK CITY Fort Tryon Park

This 67-acre expanse was built on land acquired and developed by John D. Rockefeller Jr., who also purchased the New Jersey acreage facing the park to ensure that its vistas would remain beautiful. It's crammed with gardens, forests and other quiet nooks that are perfect for chilling out, and no visit here is complete without a stop by the magical Cloisters, an outpost of the Metropolitan Museum of Art that focuses on medieval works. *Margaret Corbin Circle, Fort Washington Ave at Cabrini Blvd (forttryonparktrust.org)*

### INFORMAL CLASSROOM Brooklyn Brainery

The sessions at this laid-back Kings County school are cheaper and cooler than your typical continuing-education class, which is precisely why we love them. Taught by a team of enthusiasts in various fields—including teachers, chefs, makeup artists and graphic designers—courses run the gamut from practical (how to cut hair, crochet

basics) to just plain silly. In October, the Brainery hosted "Disaster Strikes New York," a lecture on the destruction of New York City as depicted in film. We're guessing that's not something you'd learn at NYU. *515 Court St at 9th St, Carroll Gardens, Brooklyn (brooklynbrainery.com)*

### TOURISTY VENUE Empire State Building

No mere sightseeing spot, this 80-year-old landmark is simply one of the most stunning buildings in New York City. Even though more modern skyscrapers

have sprung up around it, the building's A flourishes—check out the lobby, restored to original gilded splendor in 2009—and sheer us to crane our necks and stare upward even as they pass by. The views from the building's observation decks (on the 86th and 102nd floors) have a view among the city's best. *350 Fifth Ave between 34th Sts (212-736-3100, esbny.com)*

### VIEW OF NEW YORK CITY Brooklyn Bridge

There are higher vantage points in the city, but for a true panorama, take a stroll across this national landmark. From the midpoint of the massive suspension bridge, you'll have spectacular views of most of the city's east side, including Brooklyn, Dumbo and lower Manhattan. Keep an eye on other noteworthy sites, such as Governors Island, the Statue of Liberty and the Verrazano-Narrows Bridge. *Enter at Park Row and Centre St (nycgo.com)*

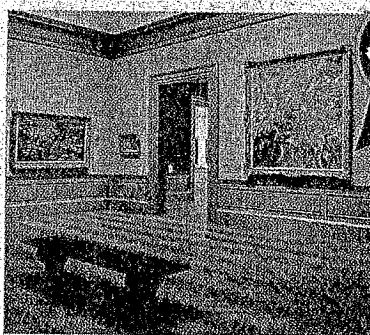
### COLLECTIVE BACKYARD Prospect Park

Urban visionaries Frederick Law Olmsted and Calvert Vaux designed numerous NYC green spaces—most famously Central Park—but it's the partial to bucolic Prospect Park. Amenities include Long Meadow and Nethermead offer plenty of space to pull up on a patch of grass and in some people-watching, and the woodland



### PLACE TO DANCE YOUR HEART OUT 718 Sessions

Still packing the dance floor after nine years, this monthly tea party's roots go deep, with a vibe (and a crowd) that harkens to the scene-starting, dance-all-night '70s club Paradise Garage. That this isn't the place to shake your inebriated ass, but you can still break out your best moves to Danny Krivit's selection of soulful house and classic disco. The party gets going as soon as the doors open (encouraged by a serious early-bird discount), and revelers ride a natural high till the last track. *Party House, 96 Lafayette St at Walker St (212-714-4646, santospartyhouse.com). 6pm-midnight; \$20, with flyer or membership card \$12, for 100 people before 7pm \$5.*



### PLACE TO GAWK AT PRICELESS ART The Metropolitan Museum of Art

You need more than just 24 hours to fully explore the masterworks on display at this venerable institution: The Met's collection is seemingly endless, spanning creepy Egyptian tombs to the shimmering Impressionist paintings to an unparalleled costume collection. During the summer, the Iris and B. Gerald Cantor Roof Garden features a contemporary sculpture exhibit—and doubles as one of

NYC's best rooftop bars. *1000 Fifth Ave at 82nd St (212-535-7710, metmuseum.org). Tue-Thu, Sun 9:30am-5:30pm; Fri, Sat 9:30am-9pm. Suggested donation \$25, seniors \$17, students \$12, members and children under 12 free.*